

Building The Faketrix Universe and The Artificial Uprising

A short report, plus a handbook
by Adam Holt

MA Contemporary Dialogues
Moving Image

Confirmative Praxis

A Short Report

I have always struggled with consistency. I get incredibly inspired, and instantly bored. I always thought it was a bad thing, as kids the school careers officer tells us that we should “pick one thing and stick to it”, I never bought into that, but still I tried to stick to animation, then film, then sculpture.. The realisation hit me when I realised that I could combine these practices into a coherent and narrative based practice.

I have been building a fictional universe with its own fake businesses, religions, laws and publications. Within this fictional universe I adopt Alter egos to inhabit the world, using these alter egos as versions of myself to explore different ideas, concepts and disciplines. The fictional world acts as a platform that exists in order to create consistency throughout my work, whether i create a video project, a sculpture or a music album, they can be different in style and concept, but be consistent, The Faketrix Universe builds consistency from my inconsistencies.

My practice has always been a direct response to being an artist, an exploration into myself and the struggles between work/ life/ art. The use of Alter Egos allows me to explore these ideas, such as Defective Dennis who I created as an attempt to cure perfectionism. Through this realisation I have decided to undergo the task of opening up the Faketrix Universe to a wider participation, offering other artists to play in this sandbox, in the hopes that the semi-pre built fictional world can help other artists and creators to explore different parts of their creative selves, and cure their creative blocks.

I have found that this world encourages quick content that can engage with an audience in real time. I believe the pre-built world allows for artists to jump in with a new project, write the rough story and get it produced, in order to reply to something else that's happening within the world or just as a quick project during a week off at work. If you were to attempt to build a project from the ground up it would take much longer to build the world, create the characters and come up with a story, but with a pre-made narrative, a character you have constant access to, whose story is there to build upon, it inspires incredibly quick turn around in this ever changing landscape of creation.

I wanted to prove the success of the Faketrix Universe platform by bringing something brand new to my practice. I wanted to prove how a pre-made universe can lend itself to an artist jumping in head first into a new discipline, creating a sophisticated narrative in an extremely short space of time.

Building The Faketrix Universe and The Artificial Uprising

Due to restraints with my day job, I had to leave any Masters Degree work until just six weeks before our exhibition deadline, I spend two weeks learning how to use the music production software (whilst still working) Then another four weeks writing, producing and recording a 5 track concept album with a consistent narrative throughout, and producing, filming and starring in 5 music videos to go support the narrative, I then edited these together in a 20 minute album movie with intercut fake adverts and snippets from other Faketrix projects, building out the lore and context to the narrative.

I was pushed right up until the deadline, and I don't think this would have been a possible achievement if I didn't already have the pre-built sandbox to tell stories within. With this project I believe I have proved the successfulness of the Faketrix Universe, and so I have written the Faketrix Universe handbook as a base for suture 'residents' of the Faketrix Universe ready for when I open up the 'Artist Role Playing Experience'.

Over the course of the production of this album, and after the exhibition I have been developing some of my alter egos, and some of the fake businesses within it, as the Faketrix never comes to an end, it's a continuous project that expands daily with each new project and social media post, to keep consistency, and in order to create narratives that are not linear, I have created a Faketrix timeline and dating system and built an ecosystem around this cross-platform fictional universe.

These are some of the projects I have created along-side the album during this module:

https://www.instagram.com/creative_laboratories/

https://www.instagram.com/walking_billboard_clothing_co/

Including, turning a fictional business into an actual business;

<https://walkingbillboard-2.teemill.com>

And this is the central Faketrix Portal to find all extensions of my practice and ongoing narrative.

https://smart.bio/enter_the_faketrix/

This is not a traditional report, but the result of my master Degree, a collection of the projects I have undertaken, both unfinished and completed, all leading towards a larger project. I have written a handbook for participants of the Faketrix Universe, and within it, many years of contextual and conceptual research has led to this. Due to the multi-project platform within this project, this particular piece does not reference any artist or other in its influence or research, as this project is a combination of all other research papers I have submitted across my MA and BA degrees, references can be found on my website blog, where you can find thought processes and development diaries relating to this project, although I have included a bibliography to the books that have been used during the course of this research and development, but do not relate to any specific place within the text itself.

Research Blog (Faketrix Universe Development)

: <https://www.faketrix.co.uk/blog/categories/faketrix-universe-development>



FAKETRIX UNIVERSE HANDBOOK

CREATED
BY ADAM
HOLT



The Official handbook and rule book for the Faketrix Universe Artist Role Playing Experience

Created by Adam Holt

#ENTERTHEFAKETRIX

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Introduction

What is an ARPE?

An ARPE (Artist Role Playing Experience) is a new narrative experience, mixing elements of RPG's (Role Playing Games), metaverse style video games, filmmaking and art into a social collaborative experiment that attempts to fuse the digital and physical world.

You play as an Alter Ego, create a social media account for your alter ego, and play within the fictional universe, to immerse yourself into the world and create artwork from the perspective of your alter ego, it creates new ideas for you to explore as an artist.

There is generally no end to a resident's time at the Faketrix, but you can leave whenever you feel you have gained what you wanted from the experience, but the Faketrix will always be open to returning residents wanting to explore different parts of their creative selves.

There are no winners or losers of an ARPE, it's a social project built to help the individual artist to develop and explore creativity from a new perspective, though a player may create a 'villain' alter ego from time to time, the aim of the Faketrix is to explore your creativity and give a platform for collaboration.



Using this book

This handbook will be your guide through your residency in the Faketrix Universe.

In this handbook you will find information on how to become a Faketrix resident, how to enter the world and what you can and can't do within the creative space.

This is your go to for all information regarding the Faketrix Universe ARPE, but as this is a new form of storytelling and game play, things are naturally changing as the narrative unfolds, please see the [Faketrix Handbook](#) forum on faketrix.co.uk for more information and to ask any questions that you can't find the answers to.

In this handbook you will find all the information you need to create your own Alter Ego, learn about the history of the Faketrix, how to create your own spaces, and how to expand on the narrative and immerse yourself into the Faketrix universe.

The Faketrix Universe

Created as a fictional world where artworks can exist in a narrative context alongside alter egos to enhance the story and explore ideas outside of your personal practice.

For two years The Faketrix creator Adam Holt built the Faketrix from his art work and multiple alter egos, created the Sculpt Factory, a fictional Factory in the shed in his back garden, where he built all the sets, costumes and played all the workers in the factory, building a narrative around the art that was produced there, creating lore and a larger world for alter egos to play in with its own laws, businesses and publications.

Over the years the concept of expanding the universe to more 'players' has been exciting, building a fictional world across social media platforms that coexists with the real world, a world that is unapologetically fake.

The Faketrix runs on a timeline, which can be explored and added to over time, a fictional universe that has a base to build on.

A world built by artists for artists.

The Faketrix can be experienced across Instagram, which is where you will create your alter ego account, and any other accounts for Faketrix Businesses etc, and under the #EnterTheFaketrix hashtag. And also under the Enter The Faketrix tab on faketrix.co.uk

The Faketrix materialises in a digital metaverse where you are encouraged to create an avatar of your alter ego on the Spacial APP, from here your avatar can Enter the Faketrix town centre, digital versions of your favourite Faketrix stores and organisations. More on this in the Faketrix Town Centre section.

The main port of call for any Faketrix resident is the Faketrix Portal Forum, where residents can introduce their Alter Egos, talk about narratives, collaborate, join groups and also join the Town Council.

Getting Started

A Faketrix resident is not a Faketrix resident until they have created their own Alter Ego, think of this as a mix between an avatar in a video game or your character in an RPG (role playing game) but in the case of the Faketrix this character is a representation of a particular interest in artwork that you have.

An alter ego can come from anywhere, and can be created and used as a simple character, or they can be developed further, a version of yourself who can help you battle any artistic problems you might be facing.

Is there anything you struggle with within your artistic practice? Imposter syndrome maybe? Could you create an alternative version of yourself that doesn't suffer from imposter syndrome? You're playing a character, they can be anonymous if you like, conquer your artistic setbacks by playing a character who doesn't have those issues..

Maybe your arts practice is very stylistic, or you have a certain aesthetic to uphold on your social media channel, how about an alter ego that is separate from your personal or business accounts, who can experiment with new artistic styles and ideas..

Still struggling? Find the Alter Ego tab in the Enter The Faketrix pages on the website to see how creator Adam Holt has utilised alter egos over the years to conquer his personal artistic hurdles <https://www.faketrix.co.uk/alter-ego-s>

Once you have created your Alter Ego, the fun begins with the narrative, what does your alter ego do? What kind of art do they create?
Are there any stories that you can create around these artworks?

Visit [@sculpt_factory](#) or [@hilario_offendas](#) for ideas on how to integrate art and narratives.

Remember that the Faketrix is a world predominantly a world building experience, and a space for you to exist as a part of yourself that can be separate from your personal practice, get creative with your alter ego, their art and their story, explore new disciplines, discover new ideas and play with story.

How you present your story is the fun bit and can be done in any way you see fit. Your alter ego could be anonymous, and not have any connection to you personally, just posting artwork or story development images. You could go the other way and jump in front of a camera dressed as your alter ego (this is a lot of fun) let yourself go and embody your alter ego, what do they sound like/ how do they hold themselves? Where do they live, work and

play? More information below on where you can download Faketrix assets for greenscreen use to make this process quicker and more immersive.

How else could your stories be told? Using miniatures? Toys? Animation? Graphic novel? Music? The world is yours to explore and make your own.

The Faketrix exists both on social media (predominantly Instagram) and also in the digital landscape of the metaverse. The Faketrix uses Spatial as a digital platform, the Faketrix Town Centre exists in 3D, with all its fake businesses taking a physical form in the Spatial Metaverse. You can visit the Faketrix Town Centre and enter the stores and buildings to do different things, once you're inside.

Sign up to Spatial.io, we recommend creating your Avatar in the image of your alter ego, this way you can immerse yourself into the Faketrix as your alter ego. Spatial is available on mobile and desktop, and can also be used with VR headsets such as Oculus.

You can also use your Spatial Avatar as your social media avatar for your alter ego, or use the space as a storytelling tool! See The Faketrix Town Centre chapter for more.

Once you have an alter ego ready to go, you can start posting right away, post to your alter egos page making sure to Tag the official Faketrix Hashtag #EnterTheFaketrix this ensures that your posts are in 'canon' meaning that they exist within the Faketrix, follow the hashtag on Instagram to see everything that has been posted relating to the Faketrix.

This is a canon hashtag that also appears on the [Faketrix.co.uk](https://faketrix.co.uk) website, as a constant conveyor belt of each post that tags the hashtag.

Creating a Fake! Business.

Alter Egos aren't the only thing you can create in the Faketrix, Fake Businesses thrive in the Faketrix as a place to showcase certain artworks, disguised as commercial products in a satirical way maybe, or playing with what an artwork is and can be. Have a business idea and are ready to open its doors within the Faketrix?

The same process applies! Create your social media account, create your products and start posting, making sure to tag your posts with the #EnterTheFaketrix hashtag. For your business to appear in the official Faketrix Metaverse in Spatial.io players will have to submit their idea via the [Faketrix Town Centre Application form](#) and pay a small fee to the Faketrix Town Council for land rental if your application is accepted.

The Benefits from including your business in the town centre is acknowledgement as an official Faketrix Business, and opportunities to earn real world money from your business within the Faketrix, the Platform acting as a leverage and 3D digital home for your business.

Submit your proposal for consideration to have your Fake! Business featured in the Faketrix Town Centre Metaverse hosted on Spatial.io and get your business turned into a 3D digital version for the ultimate alter ego interaction!

The Town council will review your proposal, and decisions are made on multiple factors such as how popular your store is, how interactive it is or can be, how the overall town centre narrative will benefit from the new addition, and how sustainable the business can be.

If your business is selected to become part of the Town Centre, the process will begin on working with you to create your building, and you will be required to pay a small rental fee for your space within the Faketrix Town centre.



How to Play

The Faketrix isn't a game, it's an experience, but involves elements of game play, but in this role playing experience for artists, the aim of the game is not to destroy the monster in the end game, or discover who killed who in what room. The aim of the Faketrix is to contribute to the developing narrative, whilst developing as an artist and exploring new ways of creating art in a collaborative setting, for this we need a space that nurtures creative freedom, but with the looseness this gives us, we need a few rules that help us to control what players can and can't do, to ensure the game is enjoyable for all players.

The timeline exists for this purpose and can be found on the [Enter The Faketrix](#) tab at faketrix.co.uk. Your character's story can take place anywhere on the timeline, and can interact with any of the stories that have already taken place.

Once you have created content that exists in the Faketrix Universe, to make the content 'canon' (official) you will have to complete three things. Firstly make sure your Alter Ego account is set up on faketrix.co.uk. Then when you're going to post, please hashtag #EnterTheFaketrix on your post for your content to be added to the hashtag page and included in the Faketrix archives for other residents to find. The third thing players have to do is to tag their posts with a Faketrix date, example [4PSS] (please find more information of Faketrix Dating on page 15)

A lot of alter ego stories will happen and not make a difference to the wider world, but if you are to come up with a narrative that affects the world building elements of the Faketrix, this is where the rule book must come into play. If your narrative ends in a change of political power, or a change within the Faketrix structure, anything that could affect the play 'board' for other players has to go through the Faketrix Town Council for approval first.

If you post publicly resulting in any larger world changes or changes to the overall narrative without prior approval from the Town Council, you will be contacted and firstly asked to remove your #EnterTheFaketrix hashtag and Faketrix timeline date, example; [4PSS]. Then you will be issued with an official explanation as to why your content is no longer 'canon' within the Faketrix universe, and what we can do to change the content to make it canon again. We want to make sure that the world is playable for all and we want to build a believable world with a timeline that can be followed from one story to the next, this is why we put so much emphasis on the canon process.

If in doubt about your narrative direction and whether it would disrupt anything within the overall narrative, use the [Help! Is it OK?](#) Forum to ask the community if they think your idea will need to go through the Faketrix Town Council first, or whether you're good to go ahead!

The council is made up of residents who have paid to be a part of the council, and anyone can sign up for £2 a month, this money then goes towards the upkeep of the council and their plans. (more information on how to join the council later)

As a resident with an idea, you can submit your proposal to the town council here <https://forms.wix.com/4eded817-7331-4104-8441-7b2a95ae415d:0abd5eca-aeba-42be-8cf0-2deef787c2d7>

And the town council will review your proposal at the next town council meeting and get back in touch, either with a go ahead, or a suggestion on other ways you can achieve a similar thing, but without disrupting other players and the world we've built.

When you submit a proposal, give as much information as possible, Who it will affect, what parts of the Faketrix it might affect, why it is important to do this, and an overall summary of the narrative idea. The more information you can provide the more room the council has to play with when it comes to thinking of alternatives.

The town council is there to help with any larger world issues such as above, but can also help to resolve any fallouts and debates among residents. The main port of call for story driven ideas is the [Story Forum](#) where players are encouraged to share their ideas for storylines, basic plot points and where the story might end up. This sharing of information is a big part of the 'gameplay' other players are able to read about your upcoming storylines and interact with their own alter egos, adding in their own ideas and how their fake business or product could interact in your story, and vice versa, jumping in on someone else's story could give you ideas on where you could take your alter ego next. Maybe you can read someone's story and think of a character who would fit perfectly into the narrative, and you can create a new alter ego to interact with the story line.

Use this space to share your alter egos Instagram handles, this way other players can follow you, and vice versa, as part of the fun of the Faketrix is interacting with other residents as an alter ego, even if your alter ego isn't interacting with a certain storyline, your alter ego can still comment on posts relating to a narrative, or share their posts and stories as news you find interesting from around the Faketrix.

Talking of news, The Faketrix is host to the Daily Lost Post, the official newspaper of the Faketrix Universe. As a resident it is highly advised that you follow [@daily_lost_post](#) on Instagram for news updates as and when they come in.

To have your story featured in the Daily Lost Post, you can use the Daily lost post [story submission form](#) to submit any stories you want to share to the wider Faketrix community. Use the form to share any information you'd like to share about your story, and remember part of the fun of the Faketrix is working out certain elements and easter eggs of narratives, so think about how you'd like this information to be given, maybe you can release the first

part of the story, and then the second part submit another form a few weeks later, when the narrative has developed further on your social media account, this allows for other residents to research your account, find information they might need to piece together clues and try to work out what's going on in your story.

But with this being said, the Daily Lost Post is not just a space to share loose narrative details, but a place to share your new show, or your new release, The Daily Lost Post is the main point of information within the Faketrix, each resident will follow the news from the Daily Lost Post, and so anything you want to share can be shared here.

The submission form includes a place to upload imagery and links, you can upload an exhibition poster, a photo relating to the story or a link to a blog or anything else that relates to the story.

Building a story can be difficult, the Faketrix provides a platform for stories to thrive on. The world exists, and is open for players to build on, making for quick storytelling, and character development that doesn't require the creation of a brand new world each time you want to explore an idea.

The Faketrix thrives on quick storytelling, having a set up dedicated to quick production of content that can develop your story as and when things happen within the Faketrix.

Use what you've got, when creating a character or narrative, think about the space you have, a bedroom? Create your story around that. A studio? Create a story around that, have set building experience, or what to give it a go? Build a small set wall that can be interchanged for different backgrounds. No space? Use a greenscreen on a bedroom wall and transport your alter ego wherever you want.

Visit our Faketrix Downloads page, for use with green screen or digital world building, or any other uses you can think of, we have provided the Faketrix asset downloads, where you can download still images of Faketrix buildings/ businesses etc.. We have also provided 3D digital downloads for a small fee, which can be downloaded and used as 3D video backgrounds, or even manipulated and added to in Spline.io.

You can find tutorials on how to do all of this in The Creative laboratories.

The Faketrix Town Council

The Town Council is at the heart of the Faketrix, many decisions are made through the Town Council, and becoming a member will give you many benefits, such as having your say on the future of the Faketrix Universe, decide where the overall narrative will go, what kind of political structure will exist, and make all the fun decisions like, do aliens exist in the Faketrix?

You can join the Faketrix Town Council for just £2 a month, this gives you access to the Town Council Group and Forum where you can discuss ideas with other council members, and help build the future of the Faketrix Universe.

-You will have the opportunity to display your council member badge on your faketrix.co.uk Alter Ego profile.

-Get insights into the future of the overall narrative, giving your own alter ego more information to play with.

As a council member you will be part of decisions that will affect the Faketrix Town centre, such as reading through submissions for new world ideas, submissions for Fake! Businesses and resolving any conflicts between alter egos/ players.

The Faketrix Universe was built partly due to the frustration of large franchises like Star Wars and Marvel ruining the stories by taking the stories in directions that fans feel don't fit with the universe, and so the Town Council platform gives players the best opportunity to help control the overall narrative of the Faketrix, making sure that this universe keeps producing the stories you'd like it to produce.



The Faketrix Town Centre

The town centre is a 3D digital space that exists within the Metaverse platform Spatial.io where we have created 3D versions of the official Faketrix businesses and buildings, such as the Sculpt Factory, Walking Billboard Clothing co, Fine Art Bargain store and the Faketrix Town Hall.

In each 3D rendering you can enter the buildings and interact with what's on offer in each space.

Fine Art Bargains

The Fine Art bargain store is a continuous store with its satirical art created by Hilario offendas, this work is available to purchase as physical items, NFTs and prints, just Enter The Faketrix to see.

The Fine Art Bargain store will hold host to a continuous exhibition for other resident alter egos, you can submit your artwork [here](#) for consideration, and if selected will appear in one of the future intakes of artists at the Fine Art Bargain Store.

please don't be disheartened, this is a stylistic store/gallery, if you're not selected, it may largely be because your art doesn't fit with the style of the store/ show. Please continue to apply for other Faketrix galleries.

To apply for the Fine Art bargain store, please submit one piece for consideration, Using a separate form for other pieces (you can submit as many pieces as you like)

Please provide information on the work, and an image or video of your work.
Note, this work does not have to be presented in digital form at this stage.

If selected we will work with you to create the 3D digital assets of your work.

Creative Laboratories

The creative labs are the home to your creative development. We believe that anybody can be more creative and that creativity can be taught and learned.

At the creative laboratories you will find hundreds of creative exercises, experiments and tutorials. There are plenty of different skill based tutorials out there, but the creative labs focus on creative experimentation and play, teaching you to think differently.

The Creative labs offer both free and paid content, so there's something for everyone!

Join Professor Messer and his team of creative rejects as he brings out the imaginative child in everyone.

Art Bar

The Art Bar is exactly what it says, a bar for artists to hang out, share their music and play gigs (digitally).

The art bar is set up to share residents' music constantly, creating a chilled environment where people can absorb the Faketrix music scene. Ask to have your album cover put up on the walls, add your music to the playlist, play bar games to win Faketrix coin and organise events in the bar, an album launch? A new music video? You name it, we got it covered.

Created any Faketrix inspired, or music that exists within the Faketrix? Submit your music to the Art Bar [here](#).

Interested in putting on an event at the bar, submit an event form [here](#).

Walking Billboard Clothing Co.

Here you can buy all kinds of Walking Billboard and Faketrix Merch, but mostly t-shirts with slogans most people would avoid.

Become a walking billboard today! You pay us to wear our logo on your t-shirt! Everyone wins.

Sculpt Factory

Clock in for some overtime at the Sculpt Factory, where you can become an employee, do a shift and earn Faketrix coin to spend in the Faketrix stores.

Town Hall

Arguably the most important place on the map, this is where you can submit all kinds of forms relating to the Faketrix. Join the Faketrix Town Council. Join Forums, suggest changes, create alter egos and download the Faketrix Handbook.

The Town Hall is the information centre of the Faketrix.

Lost Post Office

The Lost Post Office is where you can find the archives of every Daily Lost Post issue (the ones they can find at least) And you can also submit your story to the newspaper, to have your story featured in the Daily Lost Post, you can use the Daily lost post [story submission form](#) to submit any stories you want to share to the wider Faketrix community.

You can also subscribe to the Daily Lost Newspaper, where you will receive the Daily Lost Post directly to your inbox.

Church Of Cocalorians

In this holy ground of Coca Cola, you can read the Cocalorian Bible, confess your sins inside a coke fridge and run events in the Church. There's also a merch stand where you can buy your favourite Cocalorian items for your home worship sessions.

Plastic Baby Co.

The store front is where you can view the latest technology from the world's most innovative technology company.

Here you will find the D.Y.O.B console, where you can Design Your Own Baby and have the baby scan printed with the Pregnancy Droid's Plug 'n' Play technology.

Faketrix Cinema

You can watch films on repeat, the cinema is always showing something, no matter what time of day or night it is. Shows within the Faketrix, adverts relating to Faketrix products/businesses, behind the scenes content, music videos from Faketrix artists etc..

Residents can apply for their films/ projects to be shown on the reel for a small fee, or can premier their films in the cinema for a slightly larger fee. But you can charge for entry/ sell tickets if you wish.

As part of a premier bundle, you will receive front page announcement on the Daily Lost Post before your event, Featured in the Faketrix blog and newsletter that will go out to all newsletter subscribers and members of the Faketrix Universe, the event will also be shared across the multiple official Faketrix accounts on social media. Book Your event [here](#).

High Snout Gallery

Not just a pretentious art magazine, but also a pretentious art gallery. A place to show a finer kind of art. Exhibitions are less often than ones in the Fine Art Bargain store, and some high snout exhibitions have a fee attached to participating in. The High Snout is ofcourse the most prestigious gallery in the whole of the Faketrix, but it comes with a heavy commission fee on artwork sales.

Laws Of The Land

The Faketrix residents like in any community must abide by a certain set of laws to keep it fun for everyone.

The purpose of the Faketrix is a platform for artists to share and explore new ideas. Due to the narrative nature of the Faketrix, story ideas will be shared amongst residents and an idea you share may be jumped on by another resident wanting their alter ego to enjoy the narrative you've suggested too.

In the real world some artists might find this as something that could bring up copyright issues, the Faketrix is a collaborative experiment, and before entering the Faketrix and sharing ideas, you must know that you are entering into a collaborative contract with other Faketrix residents, where the sharing of ideas, and collaboratively travelling through narratives together is part of the game.

With such a free and open world it is obvious that such a set up will involve some disagreements and disputes.

Resolving Disputes

We advise that the first point of call is to contact the player who you have a dispute with, and talk through your concerns with what they are doing, and how it may effect your own work, or whatever the dispute may be about and try to come to some kind of creative middle ground for both players to continue using the platform and enjoying being creative.

If first contact doesn't resolve the issue, the case can be presented to the Town Council for review via this form [here](#).

Other laws

The Faketrix will not tolerate bullying, if bullying is seen on the site or across social media, directly related to the Faketrix experience, your account will be terminated unless sufficient evidence can be provided that this is not the case. These will be dealt with on a case by case basis as there are ofcourse lines that vary from real life with the use of Alter Egos that take on a certain personality, but as a community of artists, we don't want this to be taken too far, as much fun as it is to play make believe, we must stay safe and welcoming to our community members. Be smart with your alter egos.

If you do see any kind of bullying related to the Faketrix across any social sites, please report via the report bullying form [here](#).

Virtual Club Houses

One of the great features of the Faketrix is the Virtual Club Houses, where you can create your own group, meet new friends and start collaborations, or take your team/collective into the Faketrix for digital collaboration.

You can request a group badge for each member to wear on their profile [here](#).

In your group tab you can discuss ideas in your own private forum/chat, share photos and videos for a collaborative experience, and create events for your members.

Public Houses

There are a few Club Houses that are set up to be public houses for anyone to join and participate in, these will grow over time, but we're starting with the [Truth Seekers community](#).

Dotted in and around the Faketrix Universe are a series of mysteries waiting to be discovered and solved.

The Truth Seekers community is where you can meet other residents searching for clues, and solve the mysteries together. Find hidden pages, products, games and more throughout your journey.

Once you have solved the mysteries you will unlock codes that can be used in exchange for prizes.



History, Timeline and Lore

The Faketrix is made up of multiple smaller stories that all coexist on the larger overall narrative. This has built up some History, a timeline and lore based around the fictional universe.

For any new Alter Ego moving into the Faketrix, it is advised that some basic history is understood before embarking on your first narrative adventure, finding the best place in the timeline where your character fits in.

The Faketrix works on a before and after system. The Alter Ego who sparked the creation of the Faketrix was SoUR SiMON, and has become notorious throughout the Faketrix as the villain who tried to keep the Faketrix from being created, though not much is known about SoUR SiMON at this stage as he was a procrastinator and a perfectionist and so never released any work.

The Faketrix uses [BDSS] and [PSS] meaning Before Death of SoUR SiMON and Post SoUR SiMON, [DSS] is also used as the Death of SoUR SiMON.

The years count backwards in [BDSS] as in [5 BDSS] = five years before the death of SoUR SiMON up to the death of SoUR SiMON [DSS] being year 0, then after that it would be [5 PSS] = five years Post SoUR SiMON.

The years before The Death of SoUR SiMON are sometimes also referred to as The SoUR CiRCUS era, and we are currently in the Faketrix Era.

The Faketrix timeline exists on a plane that residents can jump in and out of throughout time. You can tell a story based in [6 PSS] and the same character can exist in [130 PSS] You're not confined to time restraints in the Faketrix, unless you create those limits yourself.

You can find a full Timeline on the Faketrix Portal [Here](#).

But key information on the overall narrative can be found below.

[7 BDSS] Adam Holt Creates SoUR SiMON, his first Alter Ego to help him deal with Procrastination and imposter syndrome.

[4 BDSS] SoUR SiMON is the ruling Alter Ego, the first of his kind, and exists in his own fictional world called the SoUR CiRCUS, where he intends to create multiple races of characters and beings to exist in the world.

[1 BDSS] SoUR SiMON and Adam Holt get into a huge conflict about how SiMON has become useless and a complete perfectionist, so much so that he's unable to complete anything.

[0 DSS] Adam Holt Kills SoUR SiMON, making room for more productive Alter Ego's.

[1 PSS] Adam Holt opens the Sculpt Factory

[2 PSS] The great STM Attack destroys the original thinking of the Faketrix Universe.

{The First Death of Creativity}

[2 PSS] The Death of Creativity allows idiots like Hilario Offendas to become the most highly renowned artists in the Faketrix.

[5 PSS] Hilario opens the MetARTverse

[9 PSS] DiGi THiNK Technology released.

[9 PSS - 15PSS] DiGi THiNK Apocalypse.

[20PSS] Artificial Uprising

[23PSS] Creative Uprising

The Re-Birth of Creativity



This is the Overall timeline, there are many details left out from smaller projects, but these are the main bits that propel the narrative forward and make changes to the world. Over time this overall narrative will get added to, and new Births, Deaths and creations will shape our fictional world.

There have been large gaps left on purpose between Overall narrative events for residents to inhabit with their own Stories and Alter Ego's, please find a pace to interact with and enjoy the freedom of telling stories within a creative landscape without having to build a brand new world each time.

Appendix

The Faketrix is a fictional world with many words and phrases that are specific to the narrative. Below are a few to get you started in the local lingo.

Faketrix Words

Faketrix Universe - The name of the fictional world in which we create art work and tell stories. Originally the Faketrix was a metaphor for the creator's mind, a place for all his personal artwork to exist in one place, the Faketrix is now an open fictional world where players can create their own artwork and collaborate in brand new storytelling adventures.

Creative Waste - A conceptual idea that has a physicality within the Faketrix, creative waste is made up of both physical waste and mental waste, all those unfinished projects and rejected ideas, all end up creating the toxic creative waste.

Church of Cocalorian- The wacky branded Church of Cocalorians is a growing faith, one mixed from the dying Christianity religion, bought out by Coca Cola and reimaged as the Coca Cola religion, headed by the Coca Cola Baptist.

As well as words that are used only within the Faketrix, there are also some people, or types of people that are specific to the Faketrix too, these are generally NPC's (non player characters) but your character could definitely take on one of the roles below, such as a Creative Waste Disposal officer. Due to the Faketrix's world changing rule though, your Alter Ego couldn't become the next Prime Minister, unless you have a good reason for it and make your case with the Town Council [here](#). You can use the NPC's as free character in your own stories, take them and use them however you see fit, this is your playground.

Faketrix NPC's (non-player characters)

Creative Waste Disposal Squad (CWDS) - The CWDS are an elite government issued team of disposal officers, Creative Waste is incredibly toxic, and so the CWDO are sent to check on your disposal systems and make sure you're not using it for anything menacing.

MoJo BoJo - The Current Prime Minister of the Faketrix Universe, The guy who asked artists to retrain, and inspired the Sculpt Factory to be built in retaliation, MoJo BoJo is the Villainous fictional recreation of Boris Johnson.

Jackson Jones - Plastic Baby Co. CEO. The turtle-neck wearing entrepreneur running the world's most innovative artificial intelligence robotics company.

The Coca Cola Baptist - The man in red branded robes who wets babies' heads with Coca Cola, at first he was met with pessimism, but now much of the Faketrix residents follow the Cocalorian religion.

Cocalorians - Followers of the Branded religion, worshipping Coca Cola and the Coca Cola baptist.

The Virgin Android - A plastic Baby Co. product called the pregnancy Droid 2.0, but after Plastic Baby Co. created the GYOB product, the pregnancy Droids were decommissioned, leaving hundreds of Pregnancy Droids to roam the streets without purpose. One droid decided to take action and started the Creative Uprising, she became known as the Virgin Android, the saviour of Android kind before her end. She later became a symbol that inspired Adam android to spark the Artificial Uprising.

GYOB (Grow Your Own Baby) - This is a Plastic Baby Co. product that was produced at The Sculpt Factory, the GYOB's grew up to be realistic androids with waxy skin and a triangle on their foreheads, such as Adam Android.

i-Child - i-Child was the first Plastic Baby Co. product, originally sculpted by Adam Holt, in his image [BDSS] i-children were decommissioned due to a fall out between the company and Adam, but Adam took the sculpts and created a sculptural series called 'barcode babies'.



How to get the most from your Faketrix residency

The Faketrix is a forever expanding universe built on stories and lore, to get the most out of it you have to embrace this new form of storytelling, embrace the collaborative nature of the game, create alter egos that are a version of yourself and that help you tackle your biggest artistic and creative barriers.

The Faketrix was opened up as the potential to help others was seen, there's no reason your alter ego could just be a character, an alias you make work under, but you will definitely get more out of your experience if your alter ego is personal and helps you develop as an artist/creative.

You can download our Alter Ego cheat sheet to help in the creation of your own alter Ego(s) and is a fun process that helps you get to the bottom of your creative issues and helps you create an alter ego to help tackle those issues.

Make sure to stay connected in the Faketrix forums, ask questions, join club houses, start collectives and explore the Faketrix town centre.

The Town centre is designed to give residents a space to explore, discover clues to Faketrix mysteries and lore, and provide a series of new digital experiences to help you with your physical art practice. Explore what the creative Laboratories have on offer and embrace the experiments they have on offer there.

Most importantly enjoy and engage with other Alter Egos across social media platforms such as Instagram, commenting on posts as if you're an actual residents of the Faketrix, using references to Faketrix words and lore will really enhance your experience, playing these characters and immersing yourself into their narrative is all part of the role playing aspect of the experience, you will get out of it what you put in.

Explore different ideas and try new disciplines, part of the reason for creating an alter ego could be for this reason, to explore a new discipline and test the waters without having to associate the work with your name, this could be especially helpful for artists with a following across social media with a specific style of art and an aesthetic to keep up with. The opportunity to create a new exploratory body of work attached to a fictional character could be something that can really free an artist up and give a sense of creative freedom.

Use The Daily Lost Post, this is a platform to share your news, got a story line that needs a little mystery, write a report from the perspective of a reporter whos seen something small happen, give little details that can hook people into your narrative, and over time spill the beans slowly through different articles and posts, create a story filled with mystery.

Organise events, these can be physical exhibitions or digital ones within the Faketrix Town centre, and make sure to tell the world about your event via the Daily Lost Post.

Don't take it too seriously! The Faketrix is a fun experience, it's make believe and creative, for the sake of other players and the fun of world building, we're tight on the canon rule, of what is and isn't allowed to be done with world building, but other than that the world is yours to enjoy. The best Faketrix work is done quickly by trusting your gut feeling, for this to work at its best we recommend setting up a space for your alter ego to exist in the real world, there are more than one way to present your alter ego to the world alongside their artwork, this could be animation, audio based, written word, comic book or graphic novel style or video.

This project started as a video based project, using built sets and video to show the alter egos and tell stories in a visual manner, and this was found to be a very efficient way of telling a narrative around the artwork, setting up a set, grabbing an outfit and responding to comments etc instantly with a quick video edited on a smart phone.

Whether this be a small set, a greenscreen, a corner of your bedroom, or a full on factory set in your shed.. Once you have a set up you are ready to jump in at any time to respond to Faketrix world events as soon as they happen.

Part of the fun is coming up with a way to respond to events in the Faketrix in a creative way, if you're not comfortable with jumping in front of a camera, how else could you create a way of telling your stories? If your alter ego is an illustrator, could you create a bank of images of your alter ego and their environments, that can be thrown together with speech bubbles in a few minutes to post narrative comic strip responses to things that happen in the Faketrix?

Whatever you decide to do, just make sure to become a Faketrix resident and sign up at faketrix.co.uk, tag your posts with #EnterTheFaketrix and date your narratives with the Faketrix Dating System, example.. [4PSS]

Now, it is time to Enter The Faketrix and start exploring the Artist Role Playing Experience [here](#).

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Epilogue

I began my Masters Degree in Moving Image by studying the work of Peter Greenaway, a producer of the moving image who believes that narrative story telling shouldn't exist within the moving image and should be reserved for the written word.

I never bought into this, as outlined in my research here;
<https://www.faketrix.co.uk/post/introduction-task-research-project>

I love story, and the moving image hands itself to it, but so do many other things.

Peter Greenaway wanted to find the future of cinema, the future of the moving image was an interest of his late in life. He believed that the future of the moving image would take place across multiple screens, all laid out in a room with different things going on on each screen, he believed that we would view moving image without narrative in this format.

I agreed that the moving image would take place across multiple screens, or rather multiple platforms, across social media platforms, moving image platforms and moving into metaverse type immersive spaces, I believe the one thing that can connect these 'screens' though is narrative.

We're living through a culture change where stories are becoming longer, in franchises, in series and in expanded universes. Stories are not just taking place in the movie theatre anymore, but on multiple platforms and in various forms. Technology has made it possible for people like students to create fully immersive narrative content that spans across multiple platforms and disciplines, integrating narrative elements with characters that can appear in a graphic novel, a film, a book or be a non player character in a metaverse environment. This is what the Faketrix is about, a contribution to the future of storytelling, a meta-disciplinary conceptual moving image based platform to explore narrative ideas in a collaborative nature.

<https://www.youtube.com/watch?v=2DQdVkSYX44>
<http://www.screenonline.org.uk/people/id/460978/index.html>
<https://youtu.be/behptQEtmSc>
<https://youtu.be/BluXpF3OP4>